

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE(AUTONOMOUS)

Syllabus for Approval	BoS meeting held on: 25-03-2025	AC meeting held on : 04-04-2025
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Board of Studies :

Sr. No.	Heading	Particulars
1	Nomenclature of the Course	Fundamentals of Artificial Intelligence
2	Eligibility for Admission	<u>Passing Certificate of 12th</u>
3	Passing Marks for eligibility	<u>40 marks</u>
4	Regulations	College Regulations on Admission
5	Programme	<u>BCOM and BA</u>
6	Semesters	Semester: IV
7	NEP Vertical	SEC
8	Credit	2
9	Level U.G/PG	<u>U.G</u>
10	Pattern	Semester
11	Status (Revised or New) If revised, % of change)	<u>New</u>
12	To be implemented from Academic Year	From the Academic Year: 2025-2026

Date:



Dr. Seema ukidve
Chairman / Chairperson:

(name & signature)

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE(AUTONOMOUS)



BOARD OF STUDIES: Mathematics, Statistics and Computer

PROGRAMME: Bachelor Of Commerce and Bachelor Of Arts

SEMESTER: IV

NOMENCLATURE OF THE COURSE: Fundamentals of artificial intelligence

NEP Vertical: SEC

Credit: 2

(As Per Choice Based Credit System (under NEP 2020) with
effect from the academic year)



Programme:	BCOM and BA
Nomenclature of the Course	Introduction to Artificial Intelligence
Total Marks	50
Semester:	IV
Academic year	2025-2026

LEARNING OBJECTIVES:

- 1. Understand the basics of Artificial Intelligence and its key concepts.**
- 2. Learn the role of AI and how to manage datasets effectively.**
- 3. Explore ethical considerations , challenges and future trends of AI in Business.**

COURSE OUTCOMES:

- 1. Develop skills in managing and processing data for AI-driven insights.**
- 2. Learn how to use popular AI tools and platforms for various applications .**
- 3. Understand how AI is transforming businesses and industries .**

Unit	Course Content	Andragogy	No of Lectures
1.	Introduction to AI Definition and history of AI Types of AI: Narrow AI vs. General AI AI in the context of business and commerce.	Hands on Experience	3
	Basic AI Concepts and Techniques Machine Learning: Supervised, Unsupervised, and Reinforcement Learning Neural Networks and Deep Learning Natural Language Processing Computer Vision.	Real -World Applications	6
	AI Applications in Business Customer Service and Chatbots Predictive Analytics and Decision Making Process Automation Personalization and Recommendation Systems.	Encourage Exploration	4
	AI Tools and Platforms Overview of popular AI tools and platforms Demos of AI applications in business contexts.		2

2.	<p>AI Implementation and Implications.</p> <p>1. AI Strategy for Businesses Identifying AI opportunities in different business functions Developing an AI roadmap Change management for AI adoption.</p> <p>Data Management and AI Importance of data in AI Data collection, preparation, and cleaning Big Data and AI</p> <p>Ethical Considerations in AI AI bias and fairness Privacy concerns Transparency and explainability AI governance and regulations</p> <p>Future of AI in Business Emerging AI technologies Potential impacts on job markets and skills AI-driven business models</p> <p>Case Studies and Discussions Real-world examples of AI implementation in businesses Group discussions on AI opportunities and challenges</p>	<p>Experience -Based Learning</p> <p>Teach AI Risks and Ethics</p> <p>Make it Simple and Interactive.</p>	<p>4</p> <p>3</p> <p>4</p> <p>2</p> <p>2</p>
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SUGGESTED READINGS

Reference Books:

1. Stuart Russell and Peter Norvig, "Artificial Intelligence: A Modern Approach" (4th Edition), Pearson, 2020.
2. Ethem Alpaydin, "Introduction to Machine Learning" (4th Edition), MIT Press, 2020.
Thomas H. Davenport, "The AI Advantage: How to Put the Artificial Intelligence Revolution to Work", MIT Press, 2018.
3. Ajay Agrawal, Joshua Gans, and Avi Goldfarb, "Prediction Machines: The Simple Economics of Artificial Intelligence", Harvard Business Review Press, 2018.
4. Martin Ford, "Rule of the Robots: How Artificial Intelligence Will Transform Everything", Basic Books, 2021.

QUESTION PAPER PATTERN

(A) FOR CONTINUOUS EVALUATION

RUBRICS FOR CONTINUOUS EVALUATION

Total : 20 marks

- 1. Internal test of 10 marks will be conducted.**
- 2. Assignment ,Class Participation for 10 marks**

(B) QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

Total : 30marks

Q1 Answer any three out of the following Four questions (based on Module I) 5*3=15

Q2 Answer any three out of the following Four questions (Based on Module II) 5*3=15